

# Prostate Cancer Awareness Raising in Black UK Communities



**PROSTATE  
CANCER UK**

# Prostate Cancer Awareness Raising in Black UK Communities

We have worked with NHS England to create this toolkit based on reports and the evaluation of projects that we have funded over the years.

This toolkit outlines some key principles and information that can support you to engage with, and increase prostate cancer awareness in Black men in the UK.

This can be achieved through proactive engagement within Black communities, and primary and secondary healthcare stakeholders.

The principles and information that are outlined here can also be adopted across the UK to engage Black communities with cancer messaging.

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## Understand Barriers

### Focus groups, Black men / patient & stakeholder engagement

It is imperative that barriers are understood, with opportunities to discuss ways to overcome them collaboratively. **It will result in meaningful impact and avoid “being done to”**. Further information on understanding barriers is available on page 3.

Collaborate and decide which approach is best. **This will create, develop and strengthen trust and community relationship building.**

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## Business Case for Activity

### 1. Higher prevalence in Black men

**1 in 4 Black men will get prostate cancer at some point in their lives.** Black men are twice as likely to get prostate cancer than other men, who have a 1 in 8 chance of getting prostate cancer.

If Black men have a father or brother who has had prostate cancer (particularly if cancer was diagnosed before the age of 60) they are at even higher risk.

Black men are also more likely to be diagnosed at a younger age and sometimes with more aggressive (faster growing) disease.

The 1 in 4 lifetime risk was calculated using information about men recorded as ‘Black African’, ‘Black Caribbean’ and ‘Black other’<sup>1</sup>. From hereon we will use the collective term ‘Black men’.

### 2. Low awareness of risk factors in Black Men

We know that there is a low awareness of risk factors in Black men. We conducted research in 2020 to understand the risk awareness levels of 300 Black men. We found low awareness of ethnicity as a risk factor and that age and family history were better known risk factors.

**Any project focusing on risk, should gauge awareness levels pre and post campaign and ensure that all comms/tools at your disposal are utilised when sharing information.**

### 3. PCNs and DES Specification 4 2022/23

This document can also be shared with PCNs as a support tool and resource to increase the proactive and opportunistic assessment of patients, including Black men aged 45 and over, for a potential cancer diagnosis in population cohorts where referral rates have not recovered to their pre-pandemic baseline.

Please go to our [website](#) to access our resource on how PCNs can deliver this specification or contact our [Education team](#) or [Health Influencing team](#) for support on your project.

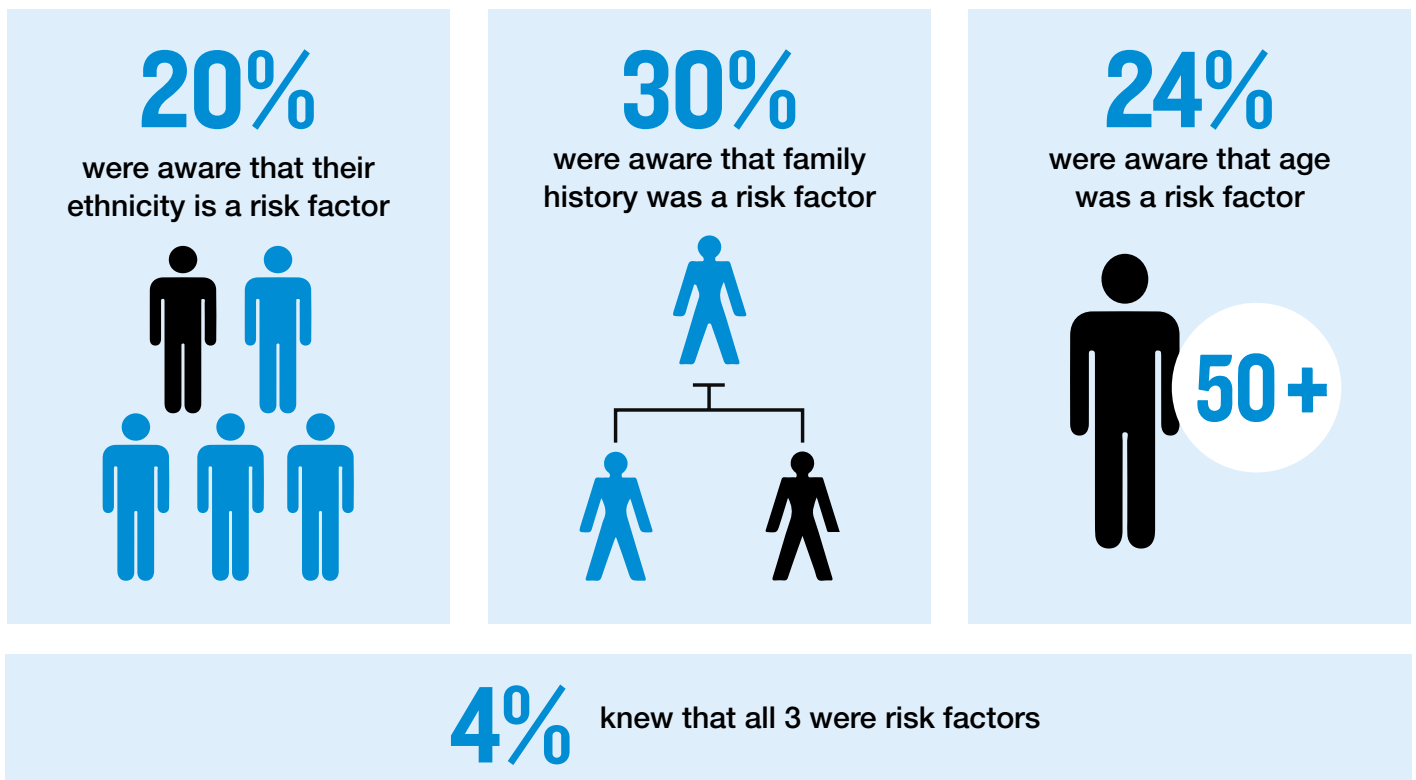
### 4. Health Inequalities

Health inequalities and poorer outcomes exist for men who are Black, living in deprived areas and are older.

We know that there are cultural factors that need to be taken into consideration when addressing health inequalities and so recommend cultural competency training as well as understanding and recognising how these factors interplay when undertaking awareness raising activities.

We have a dedicated [Health Inequalities Manager](#), who would be happy to support you in local health inequalities projects focused on prostate cancer awareness, diagnosis, treatment and support.

We conducted research in 2020 to understand the risk awareness levels of Black men. The below is a summary of the findings.



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# Communication Insights

## Behavioural science approach

We commissioned behavioural science research in 2020/2021 to test a range of our key prostate cancer messages with men. The below are some key findings that we would recommend are incorporated into your awareness campaigns, comms plans, and message planning.

### Language - Relatable and Relevant

- This research has shown that people look for information and data that is relatable and relevant to themselves. **“You are at higher risk of prostate cancer if you are over 50, or over 45 if you’re Black, or your dad or brother has had prostate cancer”** was highly memorable and relatable.

People looked for themselves in the list and remembered the data that was relevant to them.

- **“1 in 4 Black men”** was shown to be **memorable, processable** and people **related** it to themselves and their loved ones (using language like “I/me/my” when providing feedback).
- It is also important to use the “1 in 4 Black men” messaging in **isolation** rather than including it with other figures for other ethnicities. This will **create bigger impact** and will avoid risk messaging being minimised by other groups.
- Avoid using big numbers e.g. “47,000 diagnosed each year” or scary messaging (‘die’ or ‘affects’) as it triggers significant anxiety without the benefit in terms of action or attention and were **harder to grasp, anchor and believe**. People used distancing language e.g. “that’s sad for **them**”.
- Consider a language audit and use of translated material for your target audience.

**You are at higher risk of prostate cancer if you’re a Black man, over 45, and your dad or brother has had prostate cancer.**

### Anchoring

- The below is a good example of demonstrating the power of anchoring with facts and then a personalisation.
- 1 in 8 men will get prostate cancer (**fact**). If you’re Black and over 45 (**personalisation**) or your dad or brother had it, (**personalisation**) you’re at even higher risk.

### Culturally appropriate images

- Culturally appropriate materials are important as people need to see “themselves” in pictures, materials and messages.
- The same message/image does not work for white and Black audiences, so it is important that there is a conscious targeting of each audience with distinct messages.
- We can support, but we recommend finding men locally to create case studies for your awareness campaigns.

### Comms

- Location: Our evaluation of an awareness campaign showed that Black men remember seeing posters at bus shelters (37%) GP surgeries (36%) and social media (26%).
- Create newspaper articles promoting events, with stories from Black men, raising awareness of risk, where to go for support, our risk checker and [Specialist Nurse](#) 0800 074 8383
- Develop videos/social media messaging with Black men with messaging about prostate cancer risk, or Youtube, to be shared at events, and for newspaper articles.
- Engage with local radio stations that have good reach with Black people, to help promote events and raise awareness.

# Awareness Raising

## Collaborate and co-produce

- It is important to have a range of stakeholders involved in campaign planning, delivery and evaluation to ensure co-production and co-creation of campaign resources.
- This should include your Cancer Alliance, Primary Care Network, community / clinical lead, patient participation, local ICS, local charities, as well as support from Prostate Cancer UK.
- Engagement from local charities should include, represent and reflect your target audience. Consider the influencing role of women in supporting men as well as local employers in delivering health and wellbeing messages.

## Understanding barriers

- When discussing barriers to engagement, also gather experiences of men being **refused PSA blood test** and any delays in diagnosis and treatment, in creating a bespoke intervention package.
- Work in collaboration with your local charities, patient groups and conduct focus groups to understand barriers within your target population.

- Gain insights into what method of engagement will work well, what language and images to use, messaging to share.
- Develop local “case studies” from focus groups, who will champion the campaign and/or be the face/s of the campaign.
- Focus groups will begin to build up trust and develop relationships for future engagement.
- Provide refreshments and food that is culturally appropriate.
- Commit to developing long term relationships with local communities to overcome any mistrust of “being done to” or “coming to me when you want something”.
- Recognise the diversity of your community and consider specific campaigns and messaging for groups such as Black transwomen and Black trans/women with a disability.

## Be relatable and relevant

Ensure that your messaging, language and images are relatable and relevant to your target audience

## Collaborate

Engage with appropriate stakeholders, Black men/ patient involvement to ensure co-production

## Awareness Raising

Create your plan focusing on:  
Why, where, what, when, who and how.

## Location Specific Projects

Go to where your audience live/ work to engage and have conversations

## Community Champion Model

Train community champions, educate, engage to have conversations

## Primary Care

### Education Sessions

- What are the risk factors?
- Cultural competency

### Risk Stratification

- Conversations with men at risk

### Guidance

- [PCRMP](#) Asymptomatic men
- [NICE NG12](#) Symptomatic men
- [PCN DES](#) Specification
- [Navigating when to use PCRMP and NG12](#)

## Community Awareness

- Specifically recruit and train community health champions/trainers from different ethnic backgrounds to support prostate cancer awareness messaging, as developed by [BHA](#) in Greater Manchester and Prostate Cancer UK in 2016.
- We have a resource that can be used to support champions/ambassadors to have risk to prostate cancer conversations with men and their families. Please [contact us](#) for further information about how you can use this resource.
- We have volunteers available nationally who would be able to support your event by presenting an awareness raising session to your audience. [Contact us](#) to book a session.

## Black Consensus on PSA testing

We worked with Black stakeholders, including men with lived experience, academics, and clinicians to reach a consensus on the core message for Black men, from Black men, regarding their risk of prostate cancer and the PSA test.

**Because Black men have double the risk of prostate cancer and develop it younger, we strongly recommend they visit their GP for a regular PSA blood test from the age of 45. As a Black man, if you are worried about prostate cancer, you can speak to a GP from any age.**

## Location specific projects

- When engaging with communities, collaborate with your local grassroots charities and ensure the location of events is local and easy for your target population to access (e.g. churches, barbers, clubs, community groups) removing or minimising travel/cost for individuals to attend.
- In the East Midlands the Centre for Ethnic Health Research, has run a successful [Domino Club](#), where Black men attend to play dominoes and talk about prostate cancer in an informal setting.
- [Unique Improvements](#) (Leeds), as one of the activities for their awareness raising campaign, trained up Black barbers in order to have conversations with their customers, with packs of information provided for them to take.

- Royal Marsden Cancer Alliance are piloting a [Man Van project](#), in locations where they know their audience are. Their first location was a church where they have provided information and follow up PSA testing. The Man Van is an outreach programme developed by The Royal Marsden NHS Foundation Trust, RM Partners West London Cancer Alliance, and The Institute of Cancer Research, London, supported by The Royal Marsden Cancer Charity and Tackle Prostate Cancer.

## Primary Care education

Our [national survey](#) of over 400 GPs in 2017 found that only 51% of GPs knew that ethnicity was a risk factor for prostate cancer.

The survey also found that GPs were also more likely to instigate discussions with men with a known family history of prostate cancer, despite race being another strong indicator of risk.

## Actions you can take

1. Ensure GPs are aware of:
  - [PCRMP](#) guidance for asymptomatic men who request a PSA test
  - [NICE NG12 PSA guidance](#) for symptomatic men
  - [PCN DES Service requirement 4](#) of proactive and opportunistic assessments of men at risk of prostate cancer.

Our helpful guidance for [GPs on PSA testing](#) for a/symptomatic men.

2. Organise an education session with GPs on the risk factors of prostate cancer, the PSA test and the changes in the prostate cancer diagnostic pathway.
3. We would also recommend developing a cultural competency training session for GPs, to understand the barriers to healthcare that Black men face.
4. [South East London Cancer Alliance](#) have adopted a risk stratified approach and have encouraged practices to undertake opportunistic PSA testing on patients with a prostate, aged 45 and over and have either/both: a clear family history of prostate cancer and/or Black/Caribbean ethnicity. They are also planning on delivering GP education sessions on risk factors to support this initiative.

## Evaluation

- You should start by defining key performance indicators (KPIs) to help measure the impact of your prostate cancer risk awareness project.

Your KPIs and evaluation can support in securing longer-term investment into prostate cancer risk awareness programmes

- Metrics could include change in knowledge, awareness pre and post campaign, action taking behaviour.
- Use your Cancer Alliance specific risk checker link from Prostate Cancer UK to promote risk awareness messaging.

## Resources

- Risk checker QR code and unique URL for your project. Please [email us](#) for this.
- NHS & Prostate Cancer UK Poster: [1 in 4 message with risk checker QR.](#)
- Prostate Cancer UK Quick guide display box with z cards: [Prostate Cancer Information for Black Men.](#)
- Prostate Cancer UK Leaflet: [Prostate Cancer and Other Prostate Problems Information for Black Men.](#)
- High profile video featuring Morgan Freeman, Idris Elba: [Sir Steve McQueen Embarrassed Video](#)
- [Prostate Cancer UK Information for Black African and Caribbean men.](#)
- To order large quantities of Prostate Cancer UK products you will need to [register/login](#).
- [Prostate Cancer UK document](#) to support men, if they are experiencing barriers with their GP in getting a PSA test, that include concerns and questions to ask.

## Reports and Articles and Webinars:

- [Hear me now:](#) The uncomfortable reality of prostate cancer in Black African-Caribbean men. A report by Rose Thompson, BME Cancer Communities, February 2013.
- [Time to talk about the prostate cancer risk in Black men and what we can do about it,](#) Professor Frank Chinegwundoh MBE, Consultant Urological Surgeon, June 2018.
- [Cheshire and Merseyside Cancer Alliance:](#) Granada Reports article on their campaign, March, 2022.
- [Let's talk about Prostate Cancer Webinar:](#) Wessex Cancer Alliance: February, 2022
- [Innovation Event on Health Inequalities:](#) Innovation Event on Health Inequalities, Prostate Cancer UK, May 2022

## Additional Support Services

We would like to support you in delivering your projects and in your roles, so we encourage you to contact us, for resources, information and support.

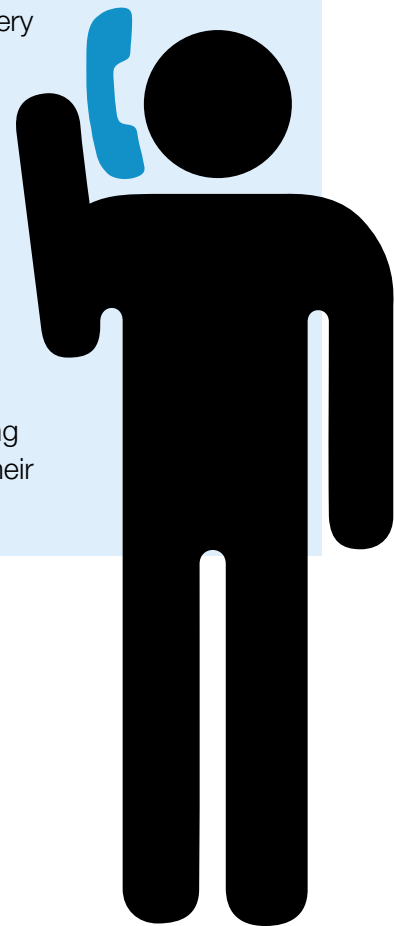
[Health Influencing:](#) Awareness projects, innovations and DES delivery

[Education:](#) GPs and / or DES information

[Book](#) an awareness talk or event

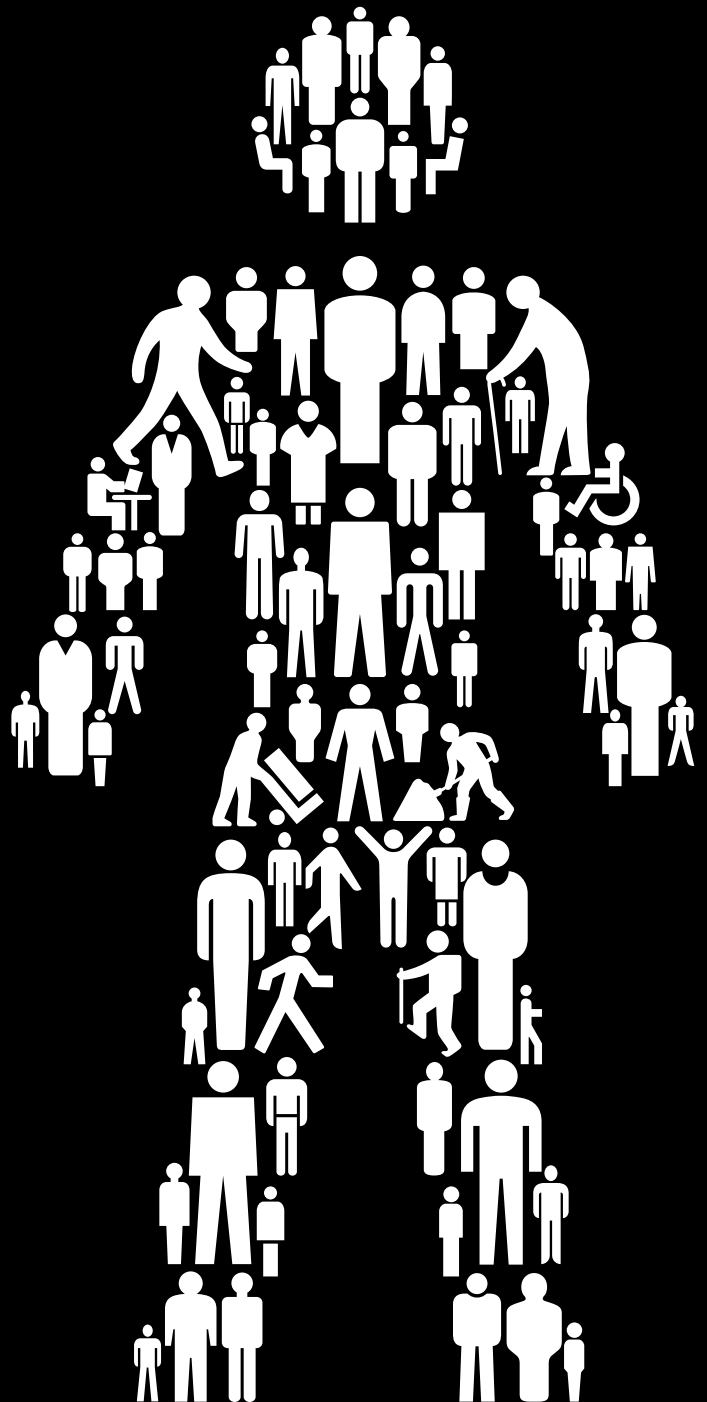
[Health Inequalities](#)

[Prostate Cancer UK Specialist Nurses:](#) Providing support for patients and their families **0800 074 83 83**



# 1 in 4 Black men will get prostate cancer

Early diagnosis saves lives.



**PROSTATE  
CANCER UK**

**Men, we are with you**